

2024

STRATEGIC PLAN
ANNUAL REPORT





Artwork by Lauri Hoeg, member of the Chippewas of Georgina Island First Nation.

Land Acknowledgement

The Town of East Gwillimbury recognises and acknowledges the lands originally used and occupied by the First Peoples of the Williams Treaties First Nations and other Indigenous Peoples, and on behalf of the Mayor and Council, we would like to thank them for sharing this land.

We would also like to acknowledge the Chippewas of Georgina Island First Nation as East Gwillimbury's closest First Nation community and recognize the unique relationship the Chippewas have with the lands and waters of this territory. They are the water protectors and environmental stewards of these lands, and we join them in these responsibilities.

2024 Strategic Plan Annual Report

The Town of East Gwillimbury's (EG's) planning and decision-making framework is guided by the vision and priorities of Council, as defined through the **2022-2026 Strategic Plan**. The Strategic Plan was informed by the community through consultation and engagement with residents, and provides overall direction to the Town to guide the decisions and actions undertaken during Council's four-year term. The Strategic Plan focuses on building a sustainable future for the municipality, while supporting and responding to the current and evolving needs of the community.



MULTI YEAR

Council develops the Strategic Plan to guide the direction of the corporation for the 2022-2026 term of Council. It provides overall direction to guide decisions, projects, and initiatives undertaken during the four-year term.

ANNUALLY

Staff will integrate the strategic priorities into the Annual Business Plans and Budgets. This annual review will ensure that work plans remain in alignment with Council's strategic priorities.

WEEKLY/DAILY

Departmental and individual workplans define the specific steps that staff will take to advance strategic objectives and measure progress while ensuring efficient and effective use of resources.

The **Strategic Plan Annual Report** is a key component of the Town's reporting framework and commitment to transparency and accountability. This Annual Report provides a summary of the Town's activities and milestones from 2024, and its overall progress towards meeting the priorities and deliverables articulated in the Strategic Plan.

The 2024 Annual Report demonstrates the Town's key accomplishments against each of the following five strategic priorities, articulated in the Strategic Plan:



For more information about the Strategic Plan, visit eastgwillimbury.ca/StrategicPlan.

Quality Programs and Services



Provide value for tax dollars through delivery of programs and services that support our economic, environmental, and social goals.

Service Modernization and Business Efficiency

Completed the following internal and external-facing improvement initiatives to provide more efficient and effective programs and services to meet community needs:

- Created digital forms and apps, including a Waste Collection Tag Pick Up Form, Report a Coyote or Fox Sighting App, Tree By-law Permit Form, Employee Action (digital onboarding) Form, and others to enhance online payment options and access to services.
- Enhanced the Town's Customer Relationship Management tool by expanding functionality for economic development projects, creating a letter of credit solution, and establishing standardized reporting for Customer Service to measure performance.
- Enhanced and standardized processes, including initiating the replacement of the financial system, updating development application processes, and initiating the implementation of e-Signatures.

Develop 2024 Asset Management Plan Received Council approval for the 2024 Asset Management Plan, which will support the long-term sustainability of EG's infrastructure and contribute to the Town's efforts to service the community. Work to develop an Asset Management Financial Strategy has been initiated and will be completed in 2025.

Implement Public Art Displays Implemented public art pieces and delivered unveiling events for the Farmers Market Mural and Holding Hope Sculpture at the Children of Peace Park. In addition, four art exhibits were showcased at the Civic Centre throughout the year.

Develop Events Strategy Completed the draft Strategy, informed by over 30 outreach meetings and a community survey which generated over 560 respondents. Implementation is pending Council approval in 2025.

Expand Recreation Programs Increased drop-in and registered program participation, and offered new cultural, youth, and accessible programming and events to meet the needs of EG's rapidly growing and diverse community.

Annual Infrastructure Maintenance and Capital Projects

Completed various projects to ensure safe vehicle and pedestrian activities, including pre-site investigations, sidewalk repairs, pavement preservation, bridge design work, awarding of construction tenders, and finalizing the construction contract for the Highway 48 sidewalk.

Safer Streets Initiative Implemented various traffic safety initiatives to enhance safety for pedestrians and motorists, including upgrades and installations of pedestrian crossovers, stop signs, urban shoulders, radar speed boards, new software to enhance traffic and collision data-sharing between York Region municipalities, and developed a framework for future implementation of the Town's Automated Speed Enforcement program.

Implement Winter Maintenance Dashboard Expanded internal user access to the winter vehicle tracking dashboard to improve operations and enhance customer service.

Conduct Water Quality Improvements Study Finalized the scope of work, in partnership with York Region, and began procurement of a consultant to support the project anticipated to start in 2025.

Install Automated Water Meter Infrastructure Completed a Town-wide propagation study, and installed three permanent data loggers to date, with remaining installations planned for 2025/2026. This will support the Town's ability to remotely collect water meter readings on-demand.

Review and Update Delegation By-law Reviewed potential delegated authorities to staff to expedite and streamline Town's approvals in relation to projects and activities. The updated by-law is anticipated to be brought to Council in Q3 2025.

Conduct Community Risk Assessment (CRA) Completed the CRA which will inform the provision of targeted fire protection services across EG, and be re-evaluated as the community grows and changes.

Shared Fire Services with Georgina Fire and Rescue Services Established a fire fleet and maintenance program with the Town of Georgina to support and improve services.

Firefighter Training and Certification Requirements Initiated learning contracts with the Ontario Fire College to deliver standardized and high-quality recruit and firefighter training programs internally to meet legislative requirements and industry best practice.



Fire and Emergency Service Review

Following the completion of a Fire and Emergency Service Review, 2024 saw the implementation of a number of key recommendations and opportunities to strengthen Departmental structure, training, and employee engagement.

With the hiring of a new Fire Chief, a new organizational structure was established to better align with a modern fire service and industry best practices. The goal is to increase transparency and accountability in position responsibilities, and clarify reporting relationships to ensure improved communications and operations during emergency and non-emergency situations. The updated structure now serves as a foundation to effectively manage workplace expectations and performance, and support continuous improvement and exceptional service delivery.

The focus for training delivery pivoted to on-site training for new Paid On-Call recruits, and the rollout of de-escalation and psychological safety training for all department staff, along with opportunities to participate in Equity, Diversity, and Inclusion initiatives and training.

Staff were asked for their input on the values that reflect the Department's mission and vision for serving the residents of EG. They indicated that integrity, compassion, respect, and service were the values that EG's Fire and Emergency Service holds in highest regard, and will represent the Department going forward.

Finally, the Department's Night of Honour was reinstated, following a pause during the pandemic, to create an opportunity for staff and their families to acknowledge new recruits and recognize those with long-standing and exemplary service.

Processed **4,430** online payments



Created **32** new digital forms, dashboards, and process automations

Prevented over **480M** cyber attacks

Deployed winter maintenance vehicles **40** times



Processed over **11,000** tonnes of residential waste

89 Engaged EG volunteers

Over **3,200** recreation program participants



Conducted **1,165** home visits for the Smoke and Carbon Monoxide Alarm Program



Delivered **178** public fire education events

Managed **562,000 sq ft** of Town facilities



Responsible Growth



Ensure responsible and balanced growth management.

Official Plan Conformity Update Draft modifications were made to the Official Plan to conform with new legislation and the York Region Official Plan. Additional consultation will take place in 2025, in advance of re-adoption.

Develop Complete Communities Secondary Plan

Background studies to support the development of the Plan are underway, and many completed, setting the stage for land use planning in 2025.

Update Allocation Policy Secured the assignment of municipal residential allocation reserves, and recorded updates with the Allocation Working Group. Future allocation policy development is anticipated with the next release of residential allocation from York Region.

Policy and Process Review Updated Planning policies and procedures in response to new legislation and initiated general process enhancements.

Advance Heritage Conservation District (HCD) Project

Council adopted the HCD Study and directed staff to proceed to Phase 2 of the project to develop the HCD Plan.

Develop Heritage Strategy A comprehensive Heritage Strategy is in the final stages of development and will be brought before Council in Q1 2025 for adoption.

Business Retention and Expansion Conducted business interviews through a consultation and visitation program, hosted business celebrations, and held the Mayor's Breakfast, in partnership with the Central York Chamber of Commerce.

Talent Attraction and Workforce Support Programming

Worked with Loblaw/Witron on recruitment opportunities for the **Woodbine One** site projected to open in 2025, which will result in the creation of approximately 600 new jobs. Initiated work to develop a new portal at AdvantageEG.ca with supports and opportunities.

Investment Readiness Developed a landing page on AdvantageEG.ca where opportunities can be highlighted in a more market-friendly format. Created investment attraction marketing and worked with landowners in Woodbine Avenue area to coordinate and facilitate industrial development opportunities.

Deliver YSpace Entrepreneurship Programming The Town hosted an Open House for Small Business Week at Doane House. Training and mentorship programs are underway, in partnership with the Town of Georgina and York University.

Update Development Charge (DC) Background Study and By-law Completed the DC background study and by-law with no appeals, and amended the by-law to align with updated legislation.

Review Capital Program Funding Strategies Updated annual and 10-year capital plans and reserve forecasts to support the Town's capital program.

York Region Sewage Works Project York Region secured provincial approval on the Sewage Works Project Report, allowing the project to advance to implementation. Collaborated with York Region to advance the Phase 1 expansion, to enable the construction of new homes in EG.

Master Plan Updates Received Council endorsement for the **Water and Wastewater Master Plan** and the **Transportation Master Plan** and completed a public commenting period. Contract preparation was completed for the **Stormwater Management Master Plan** refresh.





Maintained **490KM** of roads, **136KM** of sidewalks, and **107KM** of sewers



\$59.5M in capital investments for industrial, commercial, and institutional developments



\$1.95M in development charges collected

845 business engagements through Advantage EG

EG's population grew to **41,647**

Completed **63** capital projects

243 new jobs created in EG

Closed **533** by-law enforcement files

Engaged with **3** Williams Treaty First Nations on EG's Official Plan and Complete Communities Secondary Plan

Added **2KM** of new trails

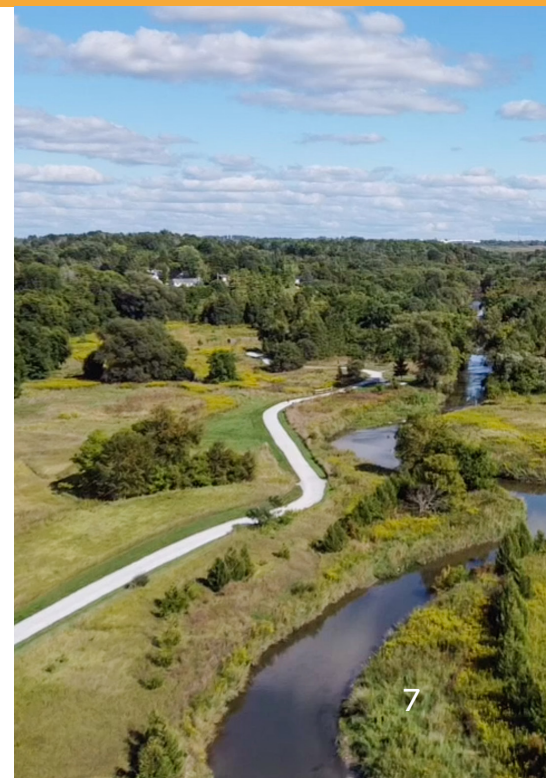


Advantage EG in Action

EG's Economic Development team successfully demonstrated the effectiveness of the Advantage EG approach by leading a cross-departmental project management team to expedite the Metrus industrial development visible from Green Lane and Highway 404. The development includes two large buildings and will be home to a variety of industrial tenants bringing jobs and investment to EG. The applicant's ambitious timelines presented unique challenges that required coordination with provincial agencies and municipal neighbours in Newmarket and to the south.

By regularly bringing together both the Town and Metrus teams to navigate the development process and engage external agencies, such as the Ministry of Transportation and Lake Simcoe Regional Conservation Authority, staff ensured that Metrus was able to meet their tight timelines for obtaining building permits, and construction is now underway.

The project is expected, at full build out and occupancy, to generate hundreds of local job opportunities and significant non-residential taxation, which helps to balance the Town's tax base and relieve pressures on the residential tax base.



Environmental Stewardship



Preserve and protect our natural environment as we grow.

Develop Climate Adaptation Plan Completed a Climate Science Report and a Vulnerability and Risk Assessment Report, in partnership with the Ontario Resource Centre for Climate Adaptation and an Adaptation Working Group. With these reports, the Town will be carrying out community engagement activities to prioritize actions that can be taken to adapt to the impacts of climate change.

Develop Corporate and Community Energy Plan Developed the Corporate Energy Reporting System, which will allow the Town to collect information to conduct efficient analyses of greenhouse gas emissions. Identified a consultant to facilitate community and corporate energy plan development in 2025.

Update Thinking Green! Development Standards Completed Phase 1, conducting an internal scan of the use and applicability of the Standards, in partnership with a multi-departmental working group. Initiated the process to identify a facilitator to support Phase 2 to update the Standards.

Tree Preservation and Protection Council passed the Tree Protection By-law and approved an update to tree compensation standards.

LED Streetlight Conversion Strategy Completed necessary inspections and assessments and initiated contract preparation for identified pole replacements.

Meet Regulatory Environmental Compliance Approval Requirements Initiated the development of sanitary and stormwater programs to meet the new provincial requirements. This included work to establish a review process for sanitary and stormwater applications and enhance maintenance and inspection processes.

Blue Box Transition and New Long-Term Waste Collection Contract Worked with neighbouring municipal partners to support a pending transition to a province-wide recycling program, beginning December 31, 2025, and extend the existing waste collection contract to December 31, 2027.

Promote E-Billing Increased e-billing participation through enhanced promotion.

Update Fill By-law and Accompanying Guidelines

Completed the draft by-law and initiated legal review. The draft by-law will be shared with the public for consultation and presented to Council for approval in 2025.

Rehabilitate Mount Albert Storm Outfalls and Retaining Wall The design contract was awarded and is underway. A public information session is anticipated in early 2025.



5,581 total accounts registered for e-billing

Procured the Town's first
2 electric vehicles



Diverted **7,550** tonnes of waste from landfills

Diverted **19** tonnes of textiles from landfills



Planted over **3,300** trees

Over **700** participants attended environment-related events and workshops

Achieved a **100%** inspection rating for the Town's drinking water systems



Received **\$60,000** in environment-related grant funding

East Gwillimbury's Environmental Strategy

In March 2024, Council approved East Gwillimbury's Thinking Green Environmental Strategy. The Environmental Strategy is important because it contributes to national, provincial, and regional policies and goals related to environmental protection, public health, and sustainable development. As part of the Strategy's central pillar of "Empowerment," staff are working closely with partners to deliver events, activities, and educational opportunities on environmental stewardship.

Earth Weekend: The Town organized "Earth Weekend" to recognize and celebrate Earth Day. EG hosted its first Eco Fair where residents had the opportunity to learn about available environmental programs and services, and actions they can take to protect and restore the environment. Given the amount of positive feedback, staff will be organizing Earth Day events for 2025 in the form of "Earth Week".

Reconciliation: Georgina Island First Nation's (GIFN) Environmental Department presented a workshop and exhibit on Manoomin (wild rice) harvesting at the Eco Fair and Farmers Market. The exhibit also moved through the Town's facilities for National Indigenous History Month, showcasing the social and ecological significance of Manoomin and contributing to building bridges between EG and GIFN.

Partnership: The Environmental Strategy was built with and is supported by external partners. These partnerships, including the Ontario Resource Centre for Climate Adaptation and the Clean Air Partnership, have allowed staff to leverage resources to advance programs and activities in the Strategy.

It is important to recognize the role the community plays in environmental stewardship and how people are the grassroots of EG's Environmental Strategy. As such, staff will continue to create conversation and connection, because every environmental action requires community participation and collaboration to succeed.



Green Fleet Strategy: Transitioning to Electric Vehicles

As part of East Gwillimbury's ongoing commitment to sustainability, the Engineering and Public Works (EPW) Department implemented a Green Fleet Strategy, adopted by Council in 2024. This initiative focuses on transitioning to environmentally friendly transportation solutions, with the first two full electric vehicles (EVs) now part of the Town's fleet.

Environmental Awareness and Commitment: By integrating EVs into the fleet, EG is actively promoting environmental awareness and setting an example of responsible corporate behavior. These vehicles contribute to reducing harmful emissions associated with traditional internal combustion engine vehicles.

Reduction of Greenhouse Gas Emissions: The shift to EVs significantly reduces the amount of greenhouse gases released into the atmosphere, aligning with EG's goal to contribute to combating climate change.

Ongoing Savings and Total Cost of Ownership: The Town will evaluate savings, including lower maintenance costs (fewer moving parts and no oil changes) and reduced fuel expenses compared to gasoline or diesel-powered vehicles. The Town will also examine the potential for extended lifecycles resulting from increased reliability.

Contributing to a Sustainable Future: As EG continues to expand its green fleet, EPW remains committed to promoting sustainable practices in all aspect of operations. The integration of EVs is just one of the steps that the Town is taking towards meeting its environmental goals.

Raising Awareness and Inspiring Action: By adopting EVs, EG hopes to inspire organizations and the public to take similar steps toward greener practices, creating a broader impact and contributing to a shift toward sustainable transportation.

This strategy reflects the Town's dedication to helping EG achieve its environmental goals, as well as maximizing the positive impact of EG's fleet on both the environment and the bottom line.



Build Complete Communities



Build complete communities that support the ability for residents to connect to amenities, services, employment, and each other.

Construction of Health and Active Living Plaza

Completed rough grading, below grade construction site servicing work, insulation, and roofing. Initiated steel installation and interior work.

Update Funding Strategy for the Health and Active Living Plaza

Completed an update to the multi-year financial plan and finalized required positions and hiring plans. Staff will seek to complete recruitment of staff for opening the facility in 2025.

Update Active Transportation and Trails Master Plan

Completed public outreach and resident engagement within each community to inform the development of the updated Master Plan, which will be presented to Council for adoption and implementation in 2025.

Parkland Acquisition Identified and compiled candidate properties for discussion with Council for land acquisition.

Broadband Expansion Liaised with YorkNet as they expanded their dark fibre network throughout the community's main roads and worked with service providers to expand access in rural communities and increase speeds in urban areas. Identified a partnership with Canadian Internet Registration Authority to identify areas in EG that are underserved.

Develop Parking Review Recommendations Assembled a cross-departmental working group to initiate the review process and explore options to address parking constraints within the Town.

Phase 1 Construction for Revitalization Projects

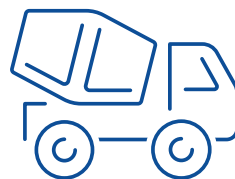
Completed detailed design work for the **Holland Landing Yonge Street Revitalization Project**, with construction commencing in 2025. Detailed design work was substantially completed for the **Mount Albert Downtown Revitalization Project**, and utility relocations were initiated. The construction tender will be awarded in 2025. The Town is working to ensure that the public realm vision is reflected for each community.

Phase 1 Construction of Highway 11 and Yonge Street Multi-Use Path and Lighting Project

Worked with York Region to complete construction of a multi-use path and lighting from Highway 11 north of Green Lane to Morning Sideroad. Phase 2 construction has been tendered by York Region.



Performed **6,768** building inspections



\$289M in total construction value in EG



Issued **590** residential occupancy permits

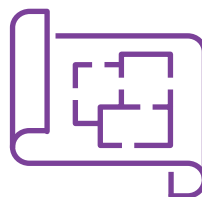
96% broadband connectivity among EG households

Held **11** public meetings and open houses on upcoming developments

\$110M Health and Active Living Plaza project, fully funded through development charges, at no cost to taxpayers



Managed **3,299** Planning inquiries



Issued **311** building permits



A Commitment to Wellness, Connection, and Health and Active Living

In 2024, the Town of East Gwillimbury prioritized its growing commitment to health, wellness, and active living. Over the past year, the community embraced initiatives that promoted physical health, mental well-being, and overall quality of life.

In the spring, the Town celebrated National Youth Week, offering free programs aimed at encouraging young people to stay active and engaged in their community. These programs and activities, which included dodgeball, basketball, stick and puck, pickleball, and camp games, are part of the Town's efforts to create opportunities that encourage movement and connection, and support youth development. The Town also hosted the first ever Teen Night Youth Event with the Youth Advisory Committee of Council. The event featured bracelet making, games, food, and a photobooth.

The Autumn of Openings events celebrated the completion of two re-developed park projects (King Street Park and Emily Park), new tennis courts and a disc golf course (Sharon Hills Park), and Queensville's first trail (Queensville Trail). Through this initiative, residents were invited to explore these new outdoor spaces, gather and connect with friends and neighbours, and take advantage of opportunities to stay active and healthy while embracing East Gwillimbury's natural surroundings.

Looking ahead, the Town is building towards a future where wellness is at the forefront with the highly anticipated Health and Active Living Plaza, scheduled to open in 2025. Over the past year, significant strides were made towards construction of the facility, with the completion of servicing and the majority of the external structure and the commencement of interior work. This new facility will be a cornerstone of the community's health and active living strategy, offering residents a wide range of amenities designed to promote fitness, recreation, and overall wellness. With EG's first aquatic centre, a library, gymnasium, children's indoor play area, fitness centre and running track, sports courts, skate park and pump track, and spaces to read, learn, create, and play, the Plaza will serve as a hub where residents of all ages can engage in hobbies and recreational activities, and prioritize their health and well-being year-round.

These initiatives are more than just individual events or buildings – they reflect the Town's larger vision and investment towards the health and well-being of its residents, and dedication to making East Gwillimbury a place where a healthy and active lifestyle is accessible to everyone.

Culture of Municipal Excellence



Foster a culture of service excellence, engagement, and transparency.

Develop Service Experience Strategy Assembled an internal working group to inform the development of an initial draft framework focused on resident needs, which is anticipated to be finalized in Q1 2025.

Strategic Communications Completed the following communications campaigns to inform and engage with residents:

- Town-wide Communications Survey to seek public feedback on the Town's communication efforts and inform improvement initiatives.
- EG – You Belong Communications Strategy to rollout the Employee Engagement Strategy and provide branding material for awareness and promotion.
- Health and Active Living Plaza Communications Strategy, including the release of promotional videos.
- Advanced communications in support of the Strategic Plan, 2025 Business Plan and Budget, Environmental Strategy, Recreation Guide, and others.
- Installed internal digital signs in various locations at the Civic Centre, Operations Centre and Sports Complex.

Website Enhancements Engaged in reviews of the Town website to ensure accuracy and AODA compliance and identify opportunities for self-service options. Identified and trained website editors from across the organization to ensure ongoing upkeep of website content.

Advance the Equity, Diversity, and Inclusion Framework Received Council approval on a draft Indigeneity, Inclusion, Diversity, Equity, and Accessibility (IIDEA) Action Plan, to begin implementation in Q1 2025. Engaged the community on various initiatives including Black History Month, Pride, Ramadan, and National Day for Truth and Reconciliation.

Develop Strategic Workforce Plan Worked with a consultant to conduct an internal engagement process to inform the development of a Plan to review and assess the future people needs of the organization. The Plan will be completed in early 2025.

Legislative Review Implemented a new process to track, monitor, and perform analysis on emerging developments and announcements related to new legislation, programs, investments, and consultation opportunities from various sectors and levels of government.

Procedure By-law Review Conducted a comprehensive review of the Town's Procedure By-law and prepared a first draft of the revised by-law with feedback from Council and municipal experts.

Ward Boundary Review Presented the results of an initial review to Council and initiated work to develop a framework to inform and guide ward boundary changes or changes in Council composition.

Records Management and Open Data Policy Development Conducted legal and regulatory research and stakeholder engagement to lay the foundation for the development of a comprehensive records inventory and drafting of the Policy in 2025.

Business Planning Process Improvement Strengthened and standardized the business planning process through a variety of interventions, including the rollout of an updated digital intake tool, the implementation of defined project categories, and the delivery of internal working sessions and meetings with members of Council.

Deliver 2025 Budget Led the 2025 budget development and adoption process for staff and Council. Developed and implemented revised budget adoption process due to Strong Mayor legislation.

Deliver 2023 Annual Financial Report Prepared and published the 2023 Annual Financial Report.

Update Procurement By-law Conducted a review of the current Procurement By-law, engaging York Region's internal auditor. The updated by-law is anticipated to be presented for Council approval in Q2 2025.

Develop Facility Space Needs Plan Completed a space needs analysis to support the development of short-term to medium-term options for consultation and implementation.

Develop Naming Rights and Sponsorship Policy Completed a draft Naming Rights Policy and Sponsorship Policy for internal review, with Council input to be collected for inclusion in 2025.

Update Establishing and Regulating By-law Initiated work to draft the Establishing and Regulating By-law using the information gathered through the Community Risk Assessment. The updated by-law is anticipated to be presented to Council for adoption in Q1 2025.

National Indigenous History Month

In 2024, the Town of East Gwillimbury celebrated and honoured National Indigenous History Month (NIHM) at the Town’s Farmers Market. NIHM is a time to honour the stories, achievements, and resilience of Indigenous Peoples, who have lived on this land since time immemorial and whose presence continues to shape the present and future.

The event featured a booth by the EG Public Library with engaging activities to facilitate learning about Indigenous culture. This included story time with children’s books by Indigenous authors and colouring pages.

The event was concluded with a beautiful and vibrant performance, featuring several Indigenous singers and a jingle dancer, including Jared Big Canoe of the Georgina Island First Nation (GIFN). The impactful performance spread healing energy and celebrated Indigenous culture. Residents joined hands and danced in a circle, and participated in a traditional smudging ceremony led by Jared. Jared also shared aspects of Anishinaabe culture and customs between songs.

There is still a long journey ahead towards meaningful reconciliation and addressing past and current colonial harms. The 2024 NIHM was one example of an event that contributed to strengthening relations with the GIFN and increasing residents’ awareness and appreciation of Indigenous culture.

EG – You Belong Strategy Accomplishments

The Town of East Gwillimbury has made tremendous progress with the goals of the EG – You Belong Employee Experience Strategy. The Strategy’s four main themes, and the progress made within each, are outlined below, all which are supported by the commitments to modernization, policy development, and equity, diversity, and inclusion (EDI).

Your Experience: The Town added additional mental health services to the benefits plan and provided employee benefit information sessions to all staff. Compensation reviews for both full-time and part-time positions were conducted, and the Pregnancy and Parental Leave Policy was implemented. The People and Belonging Branch implemented a Policy Administration Committee to review policies.

Your Career: People and Belonging implemented a new Career Development Review program, with several “Art of Feedback” training workshops provided for all People Leaders and full-time employees. To improve employee experience, regular bi-monthly Employee Orientation sessions are now in place, along with a Town Familiarization Bus Tour for new employees which runs twice a year.

Team EG: An Indigeneity, Inclusion Diversity, Equity, and Accessibility (IIDEA) Action Plan was developed to guide the approaches EG will take to ensure transparent, representative, and responsive communication that meets the diverse needs of Town employees and residents. An Employee Engagement Survey was conducted to allow staff to provide feedback about working for the Town. Development training was also provided to all People Leaders through a Northern Six Leadership Day.

Our Pledge: The annual Years of Service Awards was held in November 2024, and monthly staff announcements have been implemented. Virtual staff town halls were hosted on the topics of Recognizing Black History Month, Neurodiversity and Media Training, Pride Month, and a Guided Virtual Tour of the Former Mohawk Institute Residential School. EG Connects, an online staff portal, was developed and launched to improve internal communications.



465,716 website visits

Over 2,500 new followers on the Town’s digital channels

Over 37,000 customer service interactions



Managed 1,988 service requests

Delivered over 3,000 hours of corporate training



Over 2,000 new subscribers to the Town’s eNewsletter

Conducted 33 civil ceremonies



Managed 2.5x volume of utility bill inquiries and 1.5x volume of online portal set-up calls due to the postal strike

126 volunteers on Council Committees, Working Groups, and Community Groups

80 residents attended the National Indigenous History Month event at the EG Farmers Market

2024 Awards and Accomplishments

Government Finance Officers Association Canadian Award for Financial Reporting to the Finance Department for the Town of East Gwillimbury's 2022 Annual Financial Report. This is the fifth year in a row the Town has received this award, reflecting the municipality's commitment to outstanding financial management and transparency, and creating resident-friendly documents.

Intercultural Dialogue Institute GTA Public Heroes Award to the East Gwillimbury Fire and Emergency Service for their altruism and outstanding dedication and commitment to ensuring that East Gwillimbury remains a fire-safe community.

MarCom Gold Award to the Communications Department for their work on the Public Engagement Campaign to understand how EG residents best receive information from the Town and would prefer to receive future information. This information was collected through a Town-wide survey.

Mediacorp Canada Greater Toronto's Top 2025 Employers to the Town of East Gwillimbury, highlighting the Town's commitment to fostering a positive work environment, promoting employee well-being, and providing exceptional career opportunities. The Town was selected as one of the 170 awardees, among ~1,000 applications from the public and private sectors.



The Town's Chief Building Official was appointed as a part-time member and designated as a part-time **Vice-Chair of the Building Materials Evaluation Commission.**

In line with the Town's commitment to building engaged, well-trained, and strategically aligned staff teams, **Town staff successfully completed various courses and programming**, including:

- The Association of Municipal Managers, Clerks and Treasurers of Ontario (AMCTO) Executive Diploma in Municipal Management
- AMCTO Municipal Administration Program
- AMCTO Primer on Planning
- Ontario Building Officials Association (OBOA) courses completed, and Ministry of Municipal Affairs and Housing exams passed, including Building Services, Large Buildings, and Complex Buildings, and Structural and Fire Protection
- By-law training and certifications in Noise Control and Baton/Use of Force



2024 Strategic Plan Annual Report

This guide is available in an alternative format by request.

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